

BSC (HONS) BUSINESS AND TOURISM MANAGEMENT WITH FOUNDATION YEAR

Awarding Institution: **ANGLIA RUSKIN UNIVERSITY**

Awarded Degree: **BSC (HONS) BUSINESS AND TOURISM MANAGEMENT WITH FOUNDATION YEAR**

Duration: **3 YEARS**

COURSE OVERVIEW

This BSc (Hons) Business and Tourism Management degree is designed to give you the key business skills needed for a successful career in this sector. There's a particular focus on the current challenges facing the tourism industry, including sustainability, ethical tourism, diverse competition and crisis management.

The tourism industry is, therefore, driving demand for specialist graduates who not only understand both the theories of business and tourism management but are equipped with practical experience.

Designed to unlock your potential by enhancing both your commercial awareness and specialist subject knowledge, this degree course at ARU London is a perfect entrance into this exciting, important and growing industry.



MODULES

Year 0 (Foundation Year)

- Research Skills 1 + 2
- Professional Communications
- Data Skills
- Global Debates
- The Pitch Project
- Personal Development

Year 1

- Hospitality, Tourism and Events Environment
- Managing Quality in Hospitality, Tourism and Events
- Academic and Professional Skills
- Business Finance

Year 2

- Tourism Management
- Customer Service for Tourism and Hospitality
- Managing Human Resources
- Principles and Practice of Marketing
- Sustainability in Career Development

Year 3

- Executing Business Strategy
- Contemporary Issues
- Live Project
- Undergraduate Major Project Leadership

JOB PROSPECTS

- Accommodation manager
- Business development manager
- Catering manager
- Chef
- Conference centre manager
- Customer service manager
- Event manager
- Fast food restaurant manager
- Health service manager
- Holiday representative
- Hotel manager
- Human resources officer
- Marketing executive

